Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Logo Planning Sheet and Rubric**

1. Name 3 logos without looking them up on the computer.
2. What are some things these logos have in common (e.g., they are simple in design and multicolored, etc.)?
3. Write a 1-2 sentence description of your product or service.
4. Write down 3-5 keywords from your description that describe your product or service (stay away from word like awesome and amazing).
5. Think of who you think will buy your product or service. How old are they? What other things might these people purchase? Why?
6. Now thinking of the people you believe would buy your product, what tone would be appropriate for your product or service? Fun, serious, professional, or something else?
7. What colors would help convey the tone you believe your product should have?
8. From the colors listed above, pick a couple that you would like to use in your logo. These colors will be used for your text and graphics of your logo, so make sure they are contrasting but pleasing together.
9. Thinking of the tone you want to convey; what kind of font would work on your logo?
10. Use the area below to sketch out a rough draft of your logo.
11. Get together with your team and look at all the logos. As a group, pick out your favorite logo or combine several logos together.
12. Use a graphic editor to create your logo.

Tips for creating your logo:

* Keep it simple
* Make sure the font you use can be read–big or small
* If using a graphic editor, make sure the resolution is set to at least 300 ppi.
* You can make your logo smaller, but when you make a bitmapped logo bigger, it becomes pixelated and blurry.
* Don’t use more than three colors, and make sure they are contrasting colors.

|  |  |
| --- | --- |
| **Objective** | **Points** |
| Logo is 10” x 10” at 300ppi | 15 |
| No more than 3 colors are being used | 15 |
| Colors are contrasting | 20 |
| Logo conveys the tone of the product | 10 |
| Font is well chosen | 15 |
| Logo is well designed | 25 |
| Spelling and grammar | (-2 pts |
|  | each) |
| **Total** | 100 |